



FDLP Marketing Plan

The services provided by Federal depository libraries (FDLs) and administered by the U.S. Government Printing Office (GPO) are unique and essential to the American public, and together, GPO and FDLs can spread the excitement of utilizing FDLs to the fullest. Many critical calls for help with marketing the services and benefits of FDLs and the FDLP have been made by the Depository Library Council and depository librarians throughout the country. In response to these calls, GPO is proposing a variety of marketing strategies and activities.

The FDLP Marketing Plan is designed to empower Federal depository libraries with the tools they need to market their valuable services to all audiences in the most effective way possible.



[FDLP Marketing plan](#)

Here is a sample of some of the artwork that is used in the marketing campaign:



Marketing Plan Survey Results

GPO recently put out a call for feedback on the new FDLP Marketing Plan with the release of the FDLP Marketing Plan Survey. View a summary of the results here.



[FDLP Marketing Plan Survey Results](#)

Getting Started

- * Promotional products are [now available for ordering](#)! GPO encourages all depositories to utilize the new products, along with the new strategies and tips provided in the Plan.
- * The first FDLP promotional video is [available for download](#).
- * GPO will be disseminating announcements about campaign products and activities via e-mail lists, letters to Federal agencies, presentations at library events, and many other sources.
- * GPO staffers took to the streets of Washington, DC to interview the public and find out how much they know about the FDLP. [View GPO's Person on the Street interviews](#).

Please Note: Continuing to promote the FDLP through your everyday technical and public service library activities that enhance access to and services for U.S. Government information resources remains integral to the success of the Program. Information on these traditional library activities as they relate to the FDLP may be found in the Federal Depository Library Handbook and numerous other resources throughout the Desktop.



The FDLP Marketing Plan - Phase II

Phase II of the FDLP Marketing Plan provides more tips and strategies on how to market your library and gives additional suggestions on how to utilize the Easy as FDL promotional products.



[FDLP Marketing Plan - Phase II](#)